

A decorative graphic on the right side of the page. It features three blue circles of varying sizes, each composed of concentric circles in different shades of blue. Two thin blue lines intersect at the top left and extend diagonally across the page, framing the circles.

Maximizing Your Marketing Power

A Handbook for Employee Transportation
Coordinators

DEFINITIONS & ACRONYMS

Definition of “Ridesharing”

Throughout this manual the term “**ridesharing**” is used to describe non-drive-alone commute modes, including carpooling, vanpooling, riding the bus, walking, bicycling, telecommuting and working compressed work weeks. The term “HOV (high occupancy vehicle) mode” is also used interchangeably with “ridesharing.”

Acronyms

You may encounter the following **acronyms**:

CTR	Commuter Trip Reduction
ETC	Employee Transportation Coordinator
GRH	Guaranteed Ride Home
HOV	High Occupancy Vehicle
SOV	Single Occupant Vehicle
TDM	Transportation Demand Management

INTRODUCTION

You, as the ETC, have the power to make a great success of your CTR program. Your personal assistance working with employees and your ability to creatively market your CTR program can make your program highly successful—even with the most limited budget.

Why market your program? You might ask why you would want to spend time and money on such “fluff.” Yet, getting the word out about your CTR program and generating enthusiasm is not a waste of time. No one will participate in your CTR program unless they know about it! It is your job to build awareness, educate your employees about the benefits of ridesharing and convince them to become a part of your program—and marketing is your most effective tool.

The importance of marketing your program is well illustrated by the case of Coca Cola and Pepsi. Their products were selling so well, they decided to save money by discontinuing their advertising. Sales immediately went down—out of sight, out of mind! The same lesson can be applied to your CTR program.

Using this handbook. This handbook is designed to help you to build employee awareness, educate your employees, work with them effectively and create low-cost CTR promotions. It is divided into two parts. Part I of this handbook focuses on your powers as an ETC to personally market your CTR program. Part II offers several low-cost tools and techniques to promote your program, and includes numerous ideas for special promotions.

In the appendix, you will find ready-to-photocopy flyers and worksheets to help you in your marketing efforts.

Making marketing work. Once you have made the commitment to market your program, be sure to make your efforts fun, exciting and interesting. As the old saying goes, “you can catch more flies with honey than with vinegar.” The same goes for “catching” employees to join your program. Think of the commercials you see on television every day. Sponsors try to capture your attention by making them fun, interesting, humorous, serious, informative, unique or daring, depending on their product. You can use all of these techniques to entice employees to give ridesharing a try.

Keeping your marketing efforts fun and interesting takes a lot of time and energy. Look for volunteers in your organization to help you, and of course, get your CTR Committee involved.

Finally, be creative, show your enthusiasm, and most of all, have fun! You just might find that marketing your CTR program and working with employees is the most fun and rewarding part of being an ETC.

Part I

HOW EMPLOYEES TICK

How to Work Effectively with Employees and Maximize the Low-Cost Powers of the ETC

*“Knowing your employees, their “buying process”
and how to use your knowledge
will make or break your CTR program”*

Working with employees is a relatively low-cost marketing strategy, and your ability to sell ridesharing to employees will make or break your program. Therefore, it is essential you know what makes employees tick—in other words, why they might “buy” an alternative commute mode.

This chapter provides you with 15 tips for working with your employees to get them into HOV's. Throughout the tips, there is an emphasis on employee psychology and interpersonal relations, with an emphasis on:

- typical employee commute modes
- the employee awareness/education process
- employee decision making
- employee motivators and how they relate to selling commute modes
- barriers to ridesharing and possible solutions

1. **Your personal assistance working directly with employees is the key to success, and is a highly effective, low-cost marketing strategy.**
 - work with employees one-one one
Personalized ETC help in customizing employee's commutes can make them feel comfortable enough to give it a try.
 - work with small groups, preferably within work groups
Research shows that the close-knit relationship between employees in a specific department or work group allows for a supportive atmosphere in which to affect change.

2. **Focus your energies on the most receptive employees.** When it comes to employee commute attitudes, employees typically fall into one of five basic categories. Work with employees in the top three categories and don't waste your time with employees who are unlikely to rideshare.
 - dedicated HOV commuters
This group is already ridesharing and offers tangible evidence of the value of ridesharing. Dedicated HOV commuters provide an excellent example for other employees to follow and often give great testimonials!
 - borderline HOV commuters
These employees have a strong interest in ridesharing, but need encouragement to actually change their commute behavior. This group can also include employees who are currently ridesharing, but who may return to driving alone if they encounter temporary difficulties and do not receive the personalized attention of an ETC. This group is an excellent target for focused ETC attention.
 - passive solo commuters
This group of employees, often the largest, is either unaware or has only a mild interest in ridesharing. Although they may not be so happy with their daily commute as solo drivers, they continue to drive alone because they do not see how the alternatives fit into their lifestyle. This group needs to be educated about their commute choices as well as about the benefits and incentives.

- borderline anti-HOV commuters
These employees will require strong incentives or the addition of disincentives in order to rideshare. They are likely to try ridesharing after it becomes the accepted norm for their co-workers. It will be difficult working with this group, so you should concentrate on the three previous categories before tackling these employees.
- dedicated solo commuters
This group loves to drive alone and will never consider ridesharing. Many consider their vehicle the ultimate in personal freedom and are afraid they will be “forced” to rideshare. Avoid getting into a disagreement with them about ridesharing—you will always lose. It is best to indicate you understand their sentiments without encouraging further debate. In other words, don’t waste your time on this group! They will never change!

3. Highlight and demonstrate the benefits of ridesharing.

- know the benefits (until you can recite them in your sleep)
- use tools, such as worksheets and travel diaries, to show how much money ridesharing saves, how much driving alone costs, how much air pollution is created, etc.

4. Educate employees continuously. There are times when employees will be more receptive to your message than at other times, so you must educate them continuously in order to catch them when they are ready to listen.

Typical employees go through an awareness and education process:

- needs and desires lead to the “buying” process
 - *Buying a car: You need transportation and you desire an economical, reliable vehicle, so you decide to buy a car.*
 - *Estelle SOV’s commute: Estelle needs to get to work, and she desires to drive by herself. This desire may come from not knowing the alternatives, or because Estelle is content to continue as an SOV.*
- people’s needs and desires change over time
 - *Buying a car: You may have desired a red sports car when you were sixteen, but later in life, your needs have changed and now you own a functional station wagon.*
 - *Estelle SOV’s commute: Driving alone a year ago might have been acceptable, but now Estelle just moved 25 miles away from work, and her car is beginning to leak oil and costs a lot of*

money to maintain.

- educating people about their choices can **fulfill** a need or desire, or **create** one
 - ***Buying a car: When choosing your car you may decide the functional station wagon is your best bet—until you see an advertisement on a new four-door sedan with as much room as that station wagon and better gas mileage. The advertisement not only showed that the sedan fulfills your needs, it created a desire for the car.***
 - ***Estelle SOV's commute: As Estelle looks at her options, she may only know about carpooling or taking the bus. But after seeing a promotion on vanpooling, Estelle realizes that vanpooling is the right choice for her. The promotion created a desire for an HOV mode (vanpooling) that suits Estelle's needs.***
- a continuous education process is imperative to inform and capture attention when that need or desire emerges
 - ***Buying a car: When you're not in the market for buying a car, you probably don't pay attention to all of the car advertisements on television, radio and in the print media. But when you are in the market for buying a car, you pay close attention to every advertisement to educate yourself about your choices. For that reason, car companies continually advertise, hoping to capture your attention when you are in the market for buying a car.***
 - ***Estelle SOV's commute: When her commute is going okay and is uneventful, Estelle may choose to tune out messages about commute alternatives. However, when her personal situation has changed (longer commute, financial issues, car problems) Estelle may be more willing to listen. You must continually promote your CTR program to catch SOV's when they are ready to consider a commute alternative.***

5. Be persistent, but give prospective HOvers room and time to make the decision to rideshare. People go through a decision-making process, whether they are buying a candy bar or choosing a commute mode. The choice can happen in a few seconds or take months, depending on the complexity and importance of the decision.

Steps in the decision-making process:

- awareness
 - ***As Estelle's needs change, she begins to become aware of and consider alternatives, but lacks details.***
- interest
 - ***Estelle gathers more information on alternatives and decides vanpooling may be a good***

option.

- evaluation
 - ***Estelle gives vanpooling a “mental trial,” applying it to her personal situation.***
- trial
 - ***Estelle joins a vanpool.***
- decision
 - ***Estelle decides that vanpooling works well for her and adopts the new commute mode.***
- confirmation
 - ***Estelle continues to rethink her decision to adopt vanpooling and looks for reinforcement that she made the right choice. You can reinforce Estelle’s decision through follow-up and recognition.***

6. Remind employees that ridesharing is not an “all or nothing” prospect—once a week makes a difference. Encouraging employees to try ridesharing only once a week can help tip the scales in your favor. They will appreciate that you are not asking for a five-day-a-week commitment; after all, they do have lives to lead outside of work. And, chances are once they try ridesharing, they may find out it is a pleasant way to commute and do it more often.

7. Encourage employees to keep travel diaries. Use an employee’s travel to show HOV benefits and how ridesharing can fit into their lifestyle. Suggest they keep track of:

- how many days they did not use their car for personal or work-related errands
 - ***show that ridesharing could work for them part-time***
- how many miles they drove
 - ***show how much it cost and how much air pollution they put into the air***
- how much money they spent on gasoline, car insurance, maintenance and repairs
 - ***since they won’t believe you the first time, confirm what you showed them—driving alone is expensive!***
- how much time they spent sitting in traffic
 - ***show that ridesharing can improve their time management***

8. When working one-on-one, consider what motivates an employee and focus on the modes and benefits that best suit their needs and desires. Depending on a variety of demographic characteristics

and influences, each employee will be motivated by different factors. Given an employee's motivators, some HOV modes will better meet their needs and desires. Identify and focus on the commute modes most suitable for each employee; they will be the easiest modes to sell. Motivators include:

- **financial concerns:** all good; walking (no vehicle or fare), telecommuting and compressed work schedule (less travel expense)
- **desire to reduce stress:** all good (usually less stressful than driving alone)
- **family responsibilities:** all good (come home relaxed), compressed work week (allows more flexibility and quality time with family on days off)
- **good time management:** all good; carpool, vanpool, bus (can read, work or socialize); walking, bicycling (combine exercise time with commute)
- **opportunity for social interaction:** carpool, vanpool, bus
- **being healthy and fit:** walking, bicycling
- **ability to remain flexible:** walking, bicycling, bus
- **desire to be less reliant on a vehicle:** walking, bicycling, and all others to a lesser degree
- **management expectations:** depends on management's attitudes
- **peer pressure:** depends on employee attitudes

9. **Anticipate barriers to ridesharing and be ready with solutions.** There are many barriers—both real and perceived—to ridesharing. Once you know what your organization's employees might see as barriers, think of possible solutions for each barrier. Here are some common barriers and suggested solutions:

- **desire to be independent:** walk, bicycle, ride the bus, telecommute or work a compressed work schedule; rideshare only part-time
- **lifestyle constraints (day care, non-work-related activities, etc.):** carpool, vanpool, ride the bus, walk or bicycle from day care facility; rideshare part-time, only on days it is convenient
- **need vehicle to perform job duties:** carpool in your own vehicle
- **travel time ("I don't have time"):** carpool/vanpool and use HOV lanes; ferry priority loading

program; use any non-SOV mode to improve time management

- **safety concerns:** carpool with a friend or trusted co-worker if possible to relieve personal safety concerns; consider joining a vanpool program that screens and trains drivers to ensure driving safety
- **don't have bus service or convenient bus service; live too far away to walk or bicycle; don't have anyone to carpool with, etc.:** There are many ridesharing modes to choose from—don't rule them all out just because one or two won't work. Also, personalized ETC assistance with ridematching, bus schedules, etc. may make some modes seem feasible after all!

10. Remind employees there are many HOV modes to choose from—if one doesn't work, another one might. In other words, if an employee presents a barrier you can't overcome, help them find another path. There is such a wide variety of alternatives to driving alone, an employee will have to create a lot of excuses in order to cross all the possibilities off their list.

- *Commute distance can never be a good excuse. Walking and bicycling are good for short commutes. Carpooling and riding the bus are good for middle-distance commutes. Vanpooling and telecommuting are ideal—indeed almost necessary—for long distance commutes.*

11. As you strive for solutions to ridesharing barriers, be sure to acknowledge employee concerns. It is important to point out solutions to barriers, yet at the same time show employees you realize there **are** legitimate barriers and that ridesharing does not work for everyone. Even if you don't agree with their excuses, don't argue or become defensive. Keep the mood positive. They will be more likely to dispense with the excuses, and if they don't, you have not wasted your time arguing with them.

12. Don't assume employees have the same commute preferences as you. Don't unnecessarily limit the commute choices of others based on which HOV modes you prefer. Show employees **all** the choices and help them find the right choice for **them**.

- *Just because you think carpooling is dandy, does not mean everyone else will prefer carpooling over other HOV modes.*
- *Just because you think bicycling is dangerous, does not mean others wouldn't enjoy bicycling to work.*

13. Provide extensive "how to" information and help employees rehearse ridesharing situations. The first step is often the hardest. Help employees feel comfortable about that first bus ride or bicycle trip to

work. Walk employees through step-by-step instructions and take the time to answer all their questions and concerns.

- ***Supplement your verbal instructions with written information from your local transit agency, bicycle club, etc.***

14. Use HOV testimonials. Find commuters who already rideshare and are willing to “talk it up!” Employees may be more willing to listen to these “unbiased” peers, than to you, because they know it’s your job to sell them on ridesharing!

- ***When you are in the market for a computer, who do you trust more—the salespeople, or your friends who own computers?***

15. Take your own advice. Make an extra effort to rideshare yourself. If potential ridesharers are not already suspicious of your motives, they will really wonder if they see that you don’t listen to your own advice. Why not become your own HOV testimonial. Your enthusiasm and personal experience with ridesharing will really show and help spark your listeners to rideshare too.

Part II

LOW-COST PROMOTIONS

How to Reach the Employees You Want to Reach Through Creative Promotions

“Promotions fill your CTR program with fun, spontaneity and life—and with a little creativity and hard work, you won’t leave your budget on empty.”

Promotions are an essential component of every CTR program. They breathe life to the program because they attract attention and make your program fun. Fortunately, as you will see in this section, many promotional programs and events can be done on a very limited budget.

This section covers:

- three ingredients to successful low-cost promotions
- how to define which employees you want to reach with each promotion
- types of effective promotions, tools, and techniques you can use to attract attention to your CTR program and encourage participation
- creative ideas for special promotions, such as a “commuter carnival” rideshare fair and tips for generating your **own** ideas.
- how to plan and implement a rideshare fair and similar promotional events
- how to develop a timeline for one year of promotions.

Minimize the cost and maximize the fun with low-cost promotions? There are a million ways to get a bang for your buck without breaking the bank, but no matter what your promotion, remember to add these three surefire ingredients:

ENTHUSIASM

CREATIVITY

FUN!

Reaching the Employees You Want to Reach

Who should your promotions reach? The answer may depend on the promotion. Some promotions are very broad and are intended to reach all employees, in an effort to “catch” every single employee who might possibly be interested in ridesharing. Other promotions may be more specific and aimed at a “target market.”

A “target market” is a group of employees to whom you want to appeal and who are similar in some definable way, such as their age or interests. A target market can be all of your employees and those at neighboring worksites with something in common, or it can be just one employee. The only requirement is that everyone in the group has one or more factors in common. Of course, for the purpose of CTR, it makes sense to target those groups whose similarities make them good candidates for focused ridesharing promotions. For example:

- Production line employees with set schedules who commute more than 30 miles a day.
 - ***Vanpooling promotion***

- Employees with day care and child emergency concerns.
 - ***Informational flyer highlighting GRH and ridesharing from day care***

- Employees who live in the same zip code.
 - ***Zip Lunch***

Promotional Tools & Techniques

As you develop or plan your promotions, you can utilize a variety of promotional tools and techniques. The tools and techniques listed below can either work as stand-alone promotions, or as part of larger promotional events.

- challenges and competitions
 - ***Everyone loves a good challenge! • Set up competitions between work groups or departments in your company, and the group with the highest percentage HOV participation over a month wins! The losing group could wash the winners' cars (or bicycles!), provide a pizza luncheon or whatever prize motivates your employees. But don't stop there! • Challenge a neighboring company or rival business for a friendly commute competition. Come up with a coveted prize for the winning business and let the best team win!***

- employee contests
 - ***If you are not ready for a full-blown challenge or competition, organize a lower-key contest for individual employees. • Hold a rideshare "Slogan of the Month" or rideshare cartoon contest; • Display a jar of coffee beans—one bean for each gallon of gasoline your employees use to get to and from work every day, week or month (double the "average trip length" on State survey, multiply by employees, multiply by the number of days, and divide by 28 m.p.g.). Have employees guess how much gasoline is used (i.e. how many coffee beans are in the jar) and let the winner take all! And be sure to announce or publish the answer and highlight the difference ridesharing can make!***

- recognitions and awards
 - ***Everyone likes to be recognized for a job well done. Recognizing CTR participants is a valuable tool to reward employees who have made the extra effort to rideshare. It is also an excellent way to maintain participation in your program. • Recognize participants at staff meetings; • hold a luncheon for participants; • give a certificate, pin or plaque to the employees who have been ridesharing longest; • put their names in your company newsletter and make them feel special!***

- prize drawings
 - ***Prize drawings are a great way to entice employees to try an alternative to the SOV, or at least participate in your promotional event. • Enter employees into a drawing for every day they rideshare or if they attend your event. Prizes don't have to cost a lot of money—try giving time off or allowing an employee to dress casually. Approach local merchants to donate prizes, such as a free lunch or tank of gas, in exchange for free publicity. See if you can get discounted or free items from vendors your organization does business with. Give away a free lunch at your cafeteria or free lattes for a week. Don't let a small budget get in the way***

of your creativity!

- give-aways
 - *Even the smallest, least expensive items can give employees a big thrill! Your transit agency may have fun give-aways, such as colorful pencils, balloons or stickers for special promotions. Also try the same folks who provided prizes for your drawings. If you have a little money to spare, create your own give-aways by working with a specialty promotions company—put a catchy commute saying and your phone number on water bottles, mugs, key chains, rulers, magnets, etc.*

- flyers and posters
 - *Promote awareness of your CTR program through a series of flyers and posters you distribute around your worksite. They can describe your CTR program, the benefits of ridesharing or promote an upcoming CTR event.*

 - If you don't have the equipment or background to develop flyers and posters, find someone in your company who does, or customize the free materials that's available online at many of the websites provided in the appendix.*

- newsletter items
 - *Use your company newsletter to your best advantage—create a “Commuter Corner” page. • Some topics you might include are “Riders Wanted” or “Commuter Classifieds”; • a “Commuter of the Month” column, where non-SOVers are honored with an article about them and why they choose not to drive alone; • transportation facts • information about your CTR program; • advertisements for upcoming promotions; • and your name and phone number, of course!*

- “special bulletins”
 - *Reach SOVs and HOVs alike with a ‘special bulletin’ from you, or better yet, from the highest official at your site. Use your organization's e-mail, voice mail or public announcement (PA) systems to remind employees about an upcoming promotion, or what a nice day it is for bicycling to work.*

- presentations or information-sharing sessions
 - *Give a formal or informal presentation to employees at company meetings, brown bag lunches, etc. The topic could be your CTR program, a transportation related issue, information about specific alternative commute modes or address specific employee concerns, such as their need to take children to day care and be available to reach their children in an emergency.*

- transportation fairs and other special promotions

- *Special promotions include promotional events, such as transportation fairs and unique promotional programs. See the next sections for ideas for special promotions and how to plan and implement a transportation fair, one of the most common promotional events.*

Creative Ideas for Special Promotions

Ideas for low-cost special promotions are only limited by your own imagination. Here are a few sample promotions you can use as is, or use them to get the creative juices flowing for your own ideas:

HOV Elevator Days. Have elevators at your worksite? Most people tend to use elevators when available—voilà! a captive audience! Enlist the help of your CTR committee, and as employees get on or off the elevator, ask them how they got to work. If they took an HOV mode, offer them a small token for their efforts—a doughnut, a coupon for a free latte or a prize drawing coupon for a special prize. If they drove alone, give them a brochure that highlights HOV benefits and incentives your program offers. Urge them to try an alternative mode, and maybe next time they'll get a special treat on "HOV Elevator Day." If you don't have elevators, try catching employees at building entrances.

Bicycle Rodeo. Virtually every company has a group of dedicated bicyclists. Enlist their help and hold a Bicycle Rodeo. Devise a bicycle obstacle course in your parking lot by using chalk and cones. Have interested employees sign up to compete for first, second, and third prizes (preferably related to bicycling). Be sure all participants are protected by helmets, knee and elbow pads, etc. and don't forget your stopwatch! Set up a table and distribute information on bicycle commuting and your CTR program.

Commuting "Credit" Cards. Promote commuting credit cards—good for the first six months after an employee signs up for your CTR program. Every time an employee uses an alternative to driving alone to work, they receive "credit" or points that add up to prizes! For instance, each day employees use a "non-pollute" commute (walk, bicycle, telecommute or have a day off for a compressed work schedule) they receive 5 points. Carpooling, vanpooling or taking the bus earns 4 points. Devise any point system you want and reward employees based on the number of points they accumulate in a specific amount of time. You might offer a paid vacation day, a free tank of gas or car wash, a bicycle helmet, athletic shoes, lattes, etc. Develop a prize list employees can choose from and allow them to "cash in" their credits as often as they want during their six months of credit.

Rideshare Safari. Put on a Rideshare Safari at your worksite, where employees are encouraged to come listen to a rideshare presentation wrapped around a jungle theme. In the appendix, you will find step-by-step instructions, helpful hints and promotional materials ready to photocopy and use for your Rideshare Safari.

Commuter Carnival. Host a transportation fair with a carnival theme! Spruce up your information table with colorful balloons. Pop popcorn to lure everyone to come check out the fun. Ask a co-worker to dress up like a clown and pass out the popcorn. Tempt employees further by announcing that the first person to come to the transportation fair and guess the identity of the clown wins a special prize. For more information about

transportation fairs and how to hold one, refer to pages ?? and ??.

Carpool Valentine. Help your employees find their carpool valentine! Hold a promotion on the week of Valentine’s Day, complete with Valentine decorations and treats. Send out flyers or have a booth where employees interested in carpooling can fill out a “Find Your Carpool Valentine” (internal ridematch) form. Then, you work as a “matchmaker” and send valentine cards to employees with matches (list the names and work phone numbers of their carpool valentines). Follow up with employees who don’t get a valentine and ask if you can list them in the “Riders Wanted” section of the company newsletter.

Cool-Commuter Beach Party. Get out those hip sunglasses and get ready for a Cool-Commuter Beach party. Organize an afternoon at the beach (ocean, lake, river, or parking lot!) and invite everyone in your CTR program. Make it a weekend day and invite the whole family—or better yet, make it a paid work afternoon off! Bring your boom-box and some beach music and arrange for volleyball, sand castle building or some other fun beach-related activity suited to the location. Give away fun by inexpensive prizes, such as inflatable beach balls, colorful Frisbees, water bottles and a bucket of sand! Provide cold soda and summery snacks, or turn the party into a beach potluck! For a twist, hold your beach party in January when everyone is dreaming about the beach.

Vanpool Olympics. Challenge your vanpool groups and those from neighboring worksites to compete in Vanpool Olympics. It is a great spectator sport and at the same time it helps vanpool members bond. Have each vanpool form a team and their first Olympic event would be to come up with the cleverest team name. Devise as many fun outdoor or indoor events as you can pack into an afternoon of Olympic Games. Better yet, plan a week of events and rotate the games around participating organizations’ sites. Events could range from tug-of-war, with mud an all, to “Pooly-weds” where the winning team is the one which answers the most (goofy) questions about a fellow team member. Other possible events could be a vanpool obstacle course (the vanpool driver who knocks down the fewest cones and stops closest to an egg on the last cone wins) or a “brain game,” where each team has three minutes to list the things they can do in the vanpool that they can’t do while driving alone (team with longest list and team with the single most creative answer win)!

Form a panel of judges from local ETCs and CTR committee members. Give points for the top three teams of each event and keep a running total posted at each worksite. Work with neighboring ETCs to select and grant the grand prize, such as a vanpool party. Most importantly, be sure to invite everyone to attend and take photos for your newsletter to show SOVs how much fun ridesharing really is!

Rideshare Bear. Go in costume as Rideshare Bear and pantomime to employees as you pass out commuter information. Think of fun ways to communicate why employees should rideshare—without saying a word!

HOV Honor Roll. Employees can get on the HOV honor roll if they arrive at work in an HOV mode on a day chosen randomly by your highest management official. Announce these random days each month and everyone on the honor roll is entered into a monthly prize drawing, as well as a special larger drawing held every six months. The more times an employee is listed on the honor roll, the more chances they have to win. Or give everyone on the honor roll a small reward, such as a casual dress day, an extra break, an ice cream cone or extra points if you offer “Commuting Credit Cards” (see page L-7).

Tips for Generating Your Own Creative Promotion Ideas

The previous pages offer many creative promotional ideas. However, it is far from an exhaustive list. Five tips for generating your **own** unique ideas:

- brainstorm with your CTR committee
 - ***Don't hold back; be downright silly—some of the craziest ideas may turn into fun and feasible events!***

- work with other ETCs to come up with ideas (and put on the promotions)
 - ***A network of ETCs provides another good brainstorming group.***

 - ***A multi-organization promotion can attract more attention because of the size of the promotion and the possibility for competition between the organizations' employees.***

- sponsor an employee contest to come up with a “Rideshare Slogan of the Month”
 - ***Employees' ideas can be really creative when you've exhausted all your ideas.***

- center around a theme or holiday
 - ***Rideshare Safari***
 - ***Carpool Valentine***

 - © *Decorating is a snap! Colors are easier to pick and decorations with matching themes are available. Red and pink streamers and balloons for Carpool Valentine; jungle animal decorations for Rideshare Safari.*

 - © *Often you can pick food items, give-aways and other attractions that tie in to the theme for holiday. Animal crackers or Valentine candy.*

 - © *You can find clip art (for flyers, posters, prize drawing coupons, ridematch forms, etc.) that relates to the theme or holiday. At many art supply stores you can buy a book of holiday clip art for less than ten dollars.*

- tag onto a national, regional, or local event related to CTR, transportation, the environment, air quality, etc.
 - ***Earth Day***
 - ***Oil Smart***
 - ***American Bike Month***

© *Such events provide a great springboard for your own promotion, because they often provide name recognition and publicity. Many employees will already be familiar with these events and will respond to your promotional efforts.*

Planning & Hosting a Low-Cost Rideshare Fair

A great way to educate employees about your CTR program is a rideshare fair. A rideshare fair usually consists of exhibits related to transportation, either directly or indirectly. Transit agencies provide a great exhibit and can help employees plan their transit commute and distribute route maps and schedules. A hot air balloon company or a sporting equipment store add fun to your fair while giving publicity to your merchants. Food and entertainment are big draws—and the more employees you can attract, the better.

1. Determine your budget.
 - ***You will need to consider: food, decorations, prizes, give-aways, rental equipment, entertainment and promotions. However, even with a small budget, you can still put on quite a show! Most exhibitors are willing to donate a door prize in exchange for publicity. A little bit of money and a lot of ingenuity can go a long way.***
2. Choose a theme.
 - ***Your theme might be as simple as choosing two or three colors to use, or you could use an upcoming holiday or other fun idea, such as Halloween or a circus theme. Center your decorations, food, advertising and entertainment around your theme. It will give your fair a more “pulled together” look, and it’s fun!***
3. Work out the logistics.
 - ***Determine where and when you will hold your rideshare fair. Pick a high traffic location, and a day and time when employees will be free to attend. Recruit volunteers to help you, including your CTR committee.***
4. Invite exhibitors.
 - ***Always invite your transit agency! Other exhibitors include bicycle shops, city/county agencies (such as public works), fire and police departments, walking and bicycling clubs, recycling companies, travel agencies, fitness clubs and organizations concerned with air pollution or the environment. Also, try the lighter side of transportation—think boats, planes, trains, ferries, hot air balloons, jet skis, or sail boards! Let your exhibitors know your theme, in case they want to tie into it too, and don’t forget to follow up with them the day before the fair.***

5. Design your own exhibit.
 - ***This is your big chance to talk to employees about your CTR program and assist them with their personal commute. Be sure to have information about your program ready and available—brochures, registration forms, etc. Display a large zip code map and encourage employees to place a dot where they live—they might find an instant carpool partner! Plan a prize drawing and place the prize drawing entry box at your table—it’s quite a draw. Employees will have plenty of questions, so make sure your table will be staffed with knowledgeable people at all times.***

6. PROMOTE, PROMOTE, PROMOTE.
 - ***Employees have to know about your fair in order to attend. Therefore, high attendance depends on how well you advertise! Use every communication method available—flyers, staff meetings, newsletters, e-mail, word of mouth, etc. Promote your fair continuously for two weeks before the event.***

7. Follow-up.
 - ***Thank everyone who helped you, and follow up on any employee requests. Write a summary of the fair with any comments or suggestions for how to improve it next time. Let management know about the success of your event and write an article for your company newsletter, complete with fun photos. Pat yourself on the back for a job well done!***

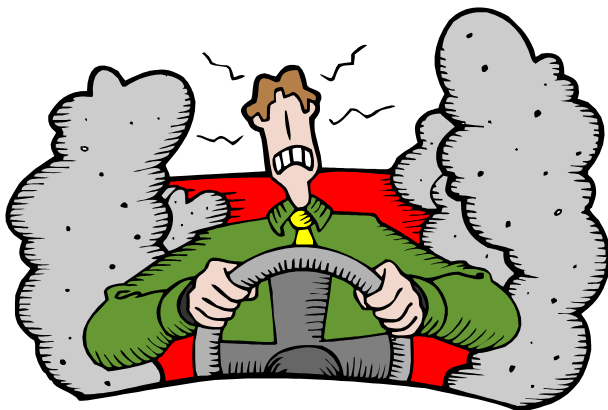
The Big Picture: Planning Your Calendar of Promotions

You should plan to hold promotions throughout the year. Ideally, you will be able to keep your CTR program in high profile without sounding like a broken record. This means you should plan to have several promotions a year—each somehow fresh and different. This is not an easy task, so consider the following:

- vary the types of promotions and communication channels you use
 - ***Choose from the many promotional tools and techniques covered. Think of others and use as wide a range as possible. If you use the same communication and promotional channels all the time, people will begin to tune them out for sure!***
- change posted promotional materials often
 - ***keep your materials fresh and appealing, so they will get noticed. If you post your promotional materials for longer than a couple of months, they become “old hat” and tend to blend into the walls.***
- don't hold rideshare fairs too often
 - ***A rideshare fair is a major event. They will lose their impact and wear you out if you hold more than two a year. And, instead of reaching a lot of new prospects, the same employees will tend to come over and over—looking for the goodies, not your commute advice.***
- plan your promotions calendar a year at a time to spread out the fun and variety
 - ***Brainstorm and identify the types of promotions you want to hold over the next year. Then, using a blank calendar (such as the one in the appendix) plan how often and when you will hold the promotions. You could allocate the promotions by month or by quarter. For example, you might write in the newsletter every month, put up a new poster every other month and hold a special promotional event in three of four quarters. You might fill in the “gaps” with small promotions, such as a flyer distribution one month and a surprise appearance from the “Rideshare Bear” in another month.***

Ridesharing Cuts Air Pollution!

How much pollution does your commute
add to the air when you drive alone?



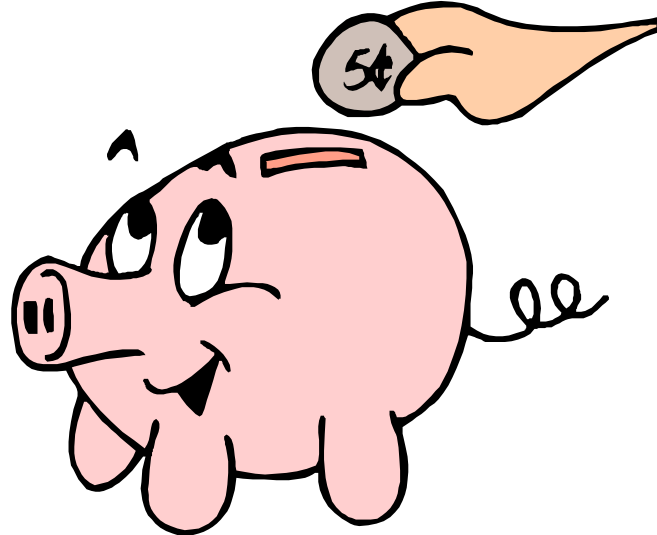
Your round trip miles per day	_____	<i>miles</i>
Air pollution expelled per mile	x <u> .055 </u>	<i>pounds</i>
Air pollution expelled each day	_____	<i>pounds</i>
Working days per month	x <u> 21 </u>	<i>days</i>
Air pollution expelled each month	_____	<i>pounds</i>
Months per year	x <u> 12 </u>	<i>months</i>
Air Pollution expelled each year	_____	<i>pounds</i>

Rideshare the Benefits!

Rideshare the Benefits!

Ridesharing Saves Money!

How much does it cost you to drive to and from work every day?



Your round trip miles per day	_____	<i>miles</i>
Cost per mile	<u>x .485</u>	
Cost per day	_____	
Working days per month	<u>x 21</u>	<i>days</i>
Cost per month	_____	
Months per year	<u>x 12</u>	<i>months</i>
Total cost per year	<u>\$ _____</u>	

- A 2-person carpool can cut your expenses in half.
- A 3-person carpool can cut your expenses to one-third
- Vanpooling can be as low as \$18 per month
- Monthly bus fare can be as low as \$18
- Walking and bicycling is **FREE!**

For 2007, the IRS standard is \$0.485 per mile. This does not include the capital cost of your vehicle

Rideshare the Benefits!

Ridesharing Slashes Stress!

What is your commute stress temperature?

Rate the statements below based on the following scale:

Yes = 2
 Sometimes = 1
 No = 0

During your daily commute...

...your one-way trip is longer than five miles _____

...you get stuck in traffic _____

...you sit in at least three traffic lights _____

...you commute when traffic is worst _____

...you mutter under your breath or swear at other drivers _____

...you would like to read or sleep _____

...you would rather be socializing with friends or co-workers _____

...you drive, but don't really enjoy driving _____

...you can think of better ways to spend your time _____

TOTAL _____

Your commute stress temperature

- 0 - 6 You're a cool commuter!
- 7 - 12 Don't overheat! Your ETC can help.
- 13 - 18 Boiling over! Call your ETC right away!



ETC: _____

Phone: _____

Planning a Rideshare Fair

- Budget _____

- Your Theme _____

- Logistics (Where & When) _____

- Exhibitor List _____

- Decorations _____

- Food _____

- Prizes _____

- Your Own Exhibit _____

- Promoting the Fair _____

CTR Promotions Planning Calendar

January	April
February	May
March	June
July	October
August	November
September	December

Rideshare Safari

Hold a Rideshare Safari at your worksite! It is a fun way to educate employees about ridesharing options and their benefits. A jungle theme with plenty of decorations and food will make this an event employees won't want to miss. Enlist the help of your CTR Committee.

Before the Safari:

1. Choose a date and time when employees will be able to attend your Rideshare Safari, and arrange for a large enough area to hold it.
2. Heavily promote the presentation at your worksite and actively seek out those employees who are interested in ridesharing. Use the flyers provided, customize them and distribute them to all employees. Use e-mail, staff meetings, the company newsletter, and any other means of promoting your Rideshare Safari. Use catchy sayings which play on the safari theme, such as:
 - “Don’t monkey around—join a carpool today!”
 - “Toucan be a carpool.”
 - “We’re not lion—ridesharing saves you money.”
 - “It’s a jungle out there!”
 - Or picture a giraffe saying “Streeetch your buck—join a vanpool.”
3. Find someone supportive in upper management who will “sponsor” the event by talking it up as well as giving opening remarks at the presentation.
4. Develop a company-sponsored rideshare incentive, if possible, such as subsidizing a seat in a vanpool for a few months, a free transit pass, or offering a tank of gas to newly formed carpools. Be sure to heavily promote your incentive.
5. Arrange for refreshments, such as animal cookies! People love food, so be sure to offer plenty.
6. Get prizes for a prize drawing. Give away stuffed safari animals, a free annual pass to the zoo, or a pith helmet.



At the Safari:

1. Post a laminated map of the area. As employees arrive, give each one a numbered dot sticker. Ask them to remember their number and apply the sticker and apply the sticker on the map to pinpoint where they live. (Large, laminated zip code maps are available at map stores or book stores.)
2. Pass out ridematch applications to all attendees and encourage them to fill them out there.
3. Give a short presentation about the benefits of ridesharing, answer questions, have testimonials from dedicated ridesharers and explain your incentive promotion.
4. Refer to the zip code map to see if any employees appear to live close together enough to form a carpool or vanpool. Call out the numbers and have the employees raise their hands so they can meet each other. Offer to assist employees on the spot to customize a commute appropriate for them.
5. Hold your prize drawing. Use numbered pieces of paper that match the dots you handed out. Have a volunteer pull the winning numbers out of a pith helmet or a box decorated with safari wrapping paper. Attendees whose dot numbers match the numbers drawn win the prizes!

After the Safari:

1. Be sure all ridematch applications are processed and given to employees as soon as possible. If your transit agency provides this service, send them off right away!
2. Follow up on any employee requests for further information immediately. Strike while the iron is hot!
3. Thank your CTR Committee and anyone else who helped you implement your Rideshare Safari.
4. A week after the Rideshare Safari, contact employees who came, to see if you can offer them your assistance.